874 THE FINNISH DEFENCE FORCES TRAFFIC ACCIDENT PREVENTION PROGRAM "SÄRMÄNÄ LIIKENTEESSÄ" ("BE SHARP IN TRAFFIC")

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Background (250) Young men aged 15-24 have two-fold risk for lethal accidents compared to general population. Typical accidents are speeding and lack of safety belt. Often driver is intoxicated and accident happens at night, during weekends and during summer or autumn.
Objectives (450) Together with other governmental agencies, The Finnish Defence Forces has planned and executed a traffic safety and accident prevention campaign "Särmänä liikenteessä" ("Be Sharp In Traffic"). It has been implemented in all units training conscripts from 2009. It is aimed to build awareness about risks and evoke discussion among conscripts about risks related to traffic and how to avoid risks and enhance one's own safety behaviour.
Results (875) In Finland, About 75% of total male population serves military service as a conscript, so this program reaches most young men at risk for traffic accidents. About 4/5 of all lethal accidents occurs for men in this age group. In year 2009 in Finland youth at age 15– 24 had 74 lethal and 3021 injury leading traffic accidents. By the year 2014 this had dropped to 44 lethal and 2172 injury leading accidents. In five years lethal accidents among youth has dropped for 40% and injuries about 25%. The program includes lectures and group discussions that are targeted to raise discussion and awareness about consequences own choices and actions taken while in traffic. It emphasis concrete actions, like usage of safety belt, responsibility for friends , consequences for showing of in traffic etc.
Conclusions (375) This program has strengthen safety behaviour in traffic. It is targeted to population at greatest risk, and their friends and relatives. It reaches most of target population. In this presentation, a detailed description of program and its execution is presented.

REFERENCES

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875 SPEED CAMERA OPERATIONS IN OMAN: WESTERN TECHNOLOGY AND MIDDLE 1 EAST PRACTICE

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Background Oman is one of the GCC countries that has the highest road fatality rates. Using data obtained from the Royal Oman Police (ROP), it was found that speeding is the primary cause of more than 50% of the fatal crashes within the country. Additionally, in 2014, there was a rate of approximately 5 speeding fines for each registered car and approximately 4.8 speeding fines for each driving licence. Speed cameras in Oman have been extensively used during the last decade. It appears that the speed camera program has not, as yet had a significant effect on road safety as it was originally anticipated. The purpose of this research is to examine the current program and provide opportunities for improvement.
Methods The project utilises two methodological frameworks. The first is a benchmarking process comparing operational Omani procedures and processes against international best practice. The second strategy is based on Nedlar and Tushman's Congruence Model of organisational behaviour. In this model the ROP management and operational process of the speed camera program are examined via the three processes of input, transformation and output. The key research approach will be qualitative (along with document review) interviews of approximately 10 operating personnel within and relevant to the program. Officers from three managerial levels will be interviewed; comprising of executive management, middle management and operational personnel. Overall the benchmarking method will be used to compare the international best practice of speed camera program with the Oman speed camera operations while the congruence model will be used to identify the internal gaps and inconsistencies within the speed camera operations.
Results The researcher has just finished data collection and started analysing the data. The results will be ready by the end of April 2016 as the researcher has to deliver a confirmation seminar on May 2016.
Conclusions As mentioned above, the whole paper will be ready during the next two months of this year.

876 NECESSERITY OF AN INTEGRATED ROAD TRAFFIC INJURIES SURVEILANCE SYSTEM

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Background Road Traffic Injuries (RTIs) are one of the leading causes of death and disability worldwide and the leading cause of death for young people aged 15–29 years. Mortality rate of road traffic accidents (RTA) and road injuries in Georgia are two times higher than the European average rate. RTIs surveillance is recommended to define the burden, to identify high risk groups and to plan intervention monitor their impact. The objective of this study was to show the necessity of integrated RTA and victim information system and provide recommendations for prevention.
Methods Descriptive epidemiological study has been conducted. Three national-level of RTA cases data sources were reviewed and compared for the year of 2014: Police records, hospitalised patients due to road accidents from National Centre for Disease Control (NCDC), road traffic fatalities from the State Statistics Department (SSD).
Results A total 5992 of RTA, 8536 of victim and 511 deaths were recorded at the Police Department. According to NCDC data 3033 patients were hospitalised due to RTA, 35% of them were age of 15–29, 46% - pedestrians, 20% - passengers of light vehicles cars and 6% - cyclists. SSD data are based on police data and matched with them.
Conclusion This study results revealed that the data from all organisations are incomplete. NCDC has incomplete records on RTIs and deaths, because hospitals lack of data about the location or crash causes and lack of coordination between different reporting entities. Incorrect coding of a death by SSD is one of the reasons of mortality structural confusion and incomplete data. Police data seem to provide more accurate information than others, but they do not follow up outcomes and data were underestimating.